

## Limitless Decatur & Macon County Marketing Collateral

Highlighting our outstanding community has never been easier. Thanks to the community marketing initiative, collateral has been designed to assist local businesses in their recruitment and retention efforts.

### Printed Materials:

**[Co-Branded Community Card](#)**: This 7"x7" print ready file can include your company logo by dropping it in the white bubble on the first page. Companies like SIU School of Medicine, Akorn, Decatur Public Schools, Caterpillar, and others are including this in their recruitment packets to attract employees to our community. Use of this document is completely free and companies can print the quantity they need at their own expense.

**[Crime Statistics Improvement & Comparison Card](#)**: This 5"x7" print ready card compares Decatur's low crime rates with those of Springfield, Peoria, and Champaign – which are higher. Accompanying this card is a fantastic video that can be found at: <https://youtu.be/yiX5F9luT7Q>. A digital version of the card can be found on our website [here](#).

### Digital Materials:

Website: [www.LimitlessDecatur.com](http://www.LimitlessDecatur.com) The website captures a vast amount of information about the community – where to work, where to live, where to play. Series like [100 Things We Love about Decatur](#) and [Unfiltered](#) share the fabric that connects our community.

Limitless Decatur & Macon County Video: [https://youtu.be/w0U8\\_nz-UBU](https://youtu.be/w0U8_nz-UBU)

**[Facebook Page](#)** and **[Twitter](#)**: We have very active Facebook and Twitter accounts that consistently promotes positive and relative information that speaks to quality of life. We strongly suggest that human resource managers follow it and check it often to help them with selling points to present to recruits and current employees.

**[Instagram](#)**: Conveys life in our community through imagery.

**[You Tube Channel](#)**: Find videos that highlight aspects of living, working, and visiting our community.

Where to live: Brinkoetter & Associates has a [great link](#) for showcasing the various neighborhoods in the community.

A special logo has also been created for those companies that would like to show their community pride and participate in the momentum that's taking place. See the [We Are Limitless logo](#). Businesses like the Economic Development Corporation, Decatur Industrial Electric and others include it in the footer of their website with a link to the Limitless homepage.

Our Limitless Ambassadors and I can be available to visit with your recruit or group of young professionals. I find the most compelling sales tool are hearing from those that live in our community.

It's important to note that the marketing and branding campaign includes all of Macon County, as indicated in the logo tagline, not just Decatur. We have many wonderful assets in the area and we feel our efforts will be most powerful by marketing the entire community.

If there's anything else I can do to assist in your efforts, please don't hesitate to contact me. I'm happy to help. Also, don't hesitate to send feedback. We will all benefit from the success of the campaign.

Sincerely,

*Nicole*

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